



WCPO

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ORDER

Print Date 09/27/12

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Flight Dates 09/26/12-10/02/12

Contract / Revision 312281 /

Original Date / Revision
09/27/12 09/27/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Candidate. Romney for President

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 403. 9.26-10.2.12

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	45	\$27,880.00	\$32,800.00	0.00	08/27/12	09/30/12	45	\$27,880.00	\$32,800.00
Totals	45	\$27,880.00	\$32,800.00	0.00	10/01/12	10/02/12	0	\$0.00	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	09/26/12	10/02/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	6	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		6				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WCPO	09/24/12-09/30/12	M-F GMTS 6-7a		6-7a		--WThF----	:30	(\$400.00)		0.00	NM		
				Credited											
	5	WCPO	09/24/12-09/30/12	M-F GMTS 6-7a		6-7a		--WThF----	:30	(\$400.00)		0.00	NM		
				Credited											
		Week: 10/01/12	10/07/12	MT-----		4				\$400.00		0.00			



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Contract / Revision 312281 Flight Dates 09/26/12-10/02/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # Order # 403. 9.26-10.2.12

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCPO	09/26/12	10/02/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	6	\$300.00	P-3	0.00	NM	4	\$1,200.00
E 4	WCPO	09/26/12	10/02/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	2	\$900.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 3 \$450.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 WCPO 09/24/12-09/30/12 M-F 11a-12p 11a-12p --WThF---- :30 (\$450.00) 0.00 NM Credited Week: 10/01/12 10/07/12 MT----- 2 \$450.00 0.00 4 WCPO 10/01/12-10/07/12 M-F 11a-12p 11a-12p MT----- :30 (\$450.00) 0.00 NM Credited 5 WCPO 10/01/12-10/07/12 M-F 11a-12p 11a-12p MT----- :30 (\$450.00) 0.00 NM Credited </div>															
E 5	WCPO	09/26/12	10/02/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$500.00	P-3	0.00	NM	4	\$2,000.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 6 \$500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WCPO 09/24/12-09/30/12 M-F 12-1p News 12-1p --WThF---- :30 (\$500.00) 0.00 NM Credited 6 WCPO 09/24/12-09/30/12 M-F 12-1p News 12-1p --WThF---- :30 (\$500.00) 0.00 NM Credited Week: 10/01/12 10/07/12 MT----- 5 \$500.00 0.00 7 WCPO 10/01/12-10/07/12 M-F 12-1p News 12-1p MT----- :30 (\$500.00) 0.00 NM Credited 8 WCPO 10/01/12-10/07/12 M-F 12-1p News 12-1p MT----- :30 (\$500.00) 0.00 NM Credited 9 WCPO 10/01/12-10/07/12 M-F 12-1p News 12-1p MT----- :30 (\$500.00) 0.00 NM Credited 10 WCPO 10/01/12-10/07/12 M-F 12-1p News 12-1p MT----- :30 (\$500.00) 0.00 NM Credited 11 WCPO 10/01/12-10/07/12 M-F 12-1p News 12-1p MT----- :30 (\$500.00) 0.00 NM Credited </div>															
E 6	WCPO	09/26/12	10/02/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	2	\$1,600.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 3 \$800.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 WCPO 09/24/12-09/30/12 M-F 2-3p 2-3p --WThF---- :30 (\$800.00) 0.00 NM Credited Week: 10/01/12 10/07/12 MT----- 2 \$800.00 0.00 4 WCPO 10/01/12-10/07/12 M-F 2-3p 2-3p MT----- :30 (\$800.00) 0.00 NM Credited 5 WCPO 10/01/12-10/07/12 M-F 2-3p 2-3p MT----- :30 (\$800.00) 0.00 NM Credited </div>															
E 7	WCPO	09/26/12	10/02/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	6	\$1,000.00	P-3	0.00	NM	4	\$4,000.00



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WCPO	09/26/12	10/02/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	6	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	7		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WCPO	09/24/12-09/30/12		M-F 4-5p Ellen Credited	358-5p		--WThF----	:30	(\$1,000.00)	0.00	NM				
6	WCPO	09/24/12-09/30/12		M-F 4-5p Ellen Credited	358-5p		--WThF----	:30	(\$1,000.00)	0.00	NM				
11	WCPO	09/24/12-09/30/12		M-F 4-5p Ellen Credited	358-5p		--WThF----	:30	(\$1,000.00)	0.00	NM				
Week:		10/01/12	10/07/12	MT-----	4		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
7	WCPO	10/01/12-10/07/12		M-F 4-5p Ellen Credited	358-5p		MT-----	:30	(\$1,000.00)	0.00	NM				
8	WCPO	10/01/12-10/07/12		M-F 4-5p Ellen Credited	358-5p		MT-----	:30	(\$1,000.00)	0.00	NM				
9	WCPO	10/01/12-10/07/12		M-F 4-5p Ellen Credited	358-5p		MT-----	:30	(\$1,000.00)	0.00	NM				
10	WCPO	10/01/12-10/07/12		M-F 4-5p Ellen Credited	358-5p		MT-----	:30	(\$1,000.00)	0.00	NM				
E 8	WCPO	09/26/12	10/02/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	6	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WCPO	09/24/12-09/30/12		M-F 5-530p News Credited	5-530p		--WThF----	:30	(\$1,000.00)	0.00	NM				
5	WCPO	09/24/12-09/30/12		M-F 5-530p News Credited	5-530p		--WThF----	:30	(\$1,000.00)	0.00	NM				
Week:		10/01/12	10/07/12	MT-----	4		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
7	WCPO	10/01/12-10/07/12		M-F 5-530p News Credited	5-530p		MT-----	:30	(\$1,000.00)	0.00	NM				
8	WCPO	10/01/12-10/07/12		M-F 5-530p News Credited	5-530p		MT-----	:30	(\$1,000.00)	0.00	NM				
9	WCPO	10/01/12-10/07/12		M-F 5-530p News Credited	5-530p		MT-----	:30	(\$1,000.00)	0.00	NM				
10	WCPO	10/01/12-10/07/12		M-F 5-530p News Credited	5-530p		MT-----	:30	(\$1,000.00)	0.00	NM				
E 9	WCPO	09/26/12	10/02/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	6	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WCPO	09/24/12-09/30/12		M-F 530-6p News Credited	528-6p		--WThF----	:30	(\$1,000.00)	0.00	NM				
6	WCPO	09/24/12-09/30/12		M-F 530-6p News Credited	528-6p		--WThF----	:30	(\$1,000.00)	0.00	NM				
Week:		10/01/12	10/07/12	MT-----	4		\$1,000.00		0.00						



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Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # Order # 403. 9.26-10.2.12

													Totals																																														
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount																																													
E 11	WCPO	09/26/12	10/02/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	6	\$900.00	P-3	0.00 NM	4	\$3,600.00																																													
E 12	WCPO	09/26/12	10/02/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1202a	MTWTF--	:30	2	\$275.00	P-8	0.00 NM	0	\$0.00																																													
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr><tr><td>Week:</td><td>09/24/12</td><td>09/30/12</td><td>-----</td><td>0</td><td>\$0.00</td><td>0.00</td><td colspan="8"></td></tr><tr><td>Week:</td><td>10/01/12</td><td>10/07/12</td><td>MT-----</td><td>2</td><td>\$275.00</td><td>0.00</td><td colspan="8"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week:	09/24/12	09/30/12	-----	0	\$0.00	0.00									Week:	10/01/12	10/07/12	MT-----	2	\$275.00	0.00								
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																					
Week:	09/24/12	09/30/12	-----	0	\$0.00	0.00																																																					
Week:	10/01/12	10/07/12	MT-----	2	\$275.00	0.00																																																					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>																																															
1	WCPO	10/01/12-10/07/12		M-F 1135p-1202a Nightline		1135p-1202a	MT-----	:30		(\$275.00)		0.00 NM																																															
Credited																																																											
2	WCPO	10/01/12-10/07/12		M-F 1135p-1202a Nightline		1135p-1202a	MT-----	:30		(\$275.00)		0.00 NM																																															
Credited																																																											
E 13	WCPO	09/26/12	10/02/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1202a	MTWTF--	:30	3	\$500.00	P-3	0.00 NM	2	\$1,000.00																																													
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr><tr><td>Week:</td><td>09/24/12</td><td>09/30/12</td><td>--WTF--</td><td>3</td><td>\$500.00</td><td>0.00</td><td colspan="8"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week:	09/24/12	09/30/12	--WTF--	3	\$500.00	0.00																							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																					
Week:	09/24/12	09/30/12	--WTF--	3	\$500.00	0.00																																																					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>																																															
2	WCPO	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1202a	--WThF--	:30		(\$500.00)		0.00 NM																																															
Credited																																																											
Week:	10/01/12	10/07/12	-----	0	\$0.00	0.00																																																					
E 14	WCPO	09/26/12	10/02/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$150.00	P-3	0.00 NM	2	\$300.00																																													
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr><tr><td>Week:</td><td>09/24/12</td><td>09/30/12</td><td>--WTF--</td><td>3</td><td>\$150.00</td><td>0.00</td><td colspan="8"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week:	09/24/12	09/30/12	--WTF--	3	\$150.00	0.00																							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																					
Week:	09/24/12	09/30/12	--WTF--	3	\$150.00	0.00																																																					
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2	WCPO	09/24/12-09/30/12		M-F GMTS 5-6a		5-6a	--WThF--	:30		(\$150.00)		0.00 NM																																															
Credited																																																											
Week:	10/01/12	10/07/12	MT-----	2	\$150.00	0.00																																																					
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4	WCPO	10/01/12-10/07/12		M-F GMTS 5-6a		5-6a	MT-----	:30		(\$150.00)		0.00 NM																																															
Credited																																																											
5	WCPO	10/01/12-10/07/12		M-F GMTS 5-6a		5-6a	MT-----	:30		(\$150.00)		0.00 NM																																															
Credited																																																											
19	WCPO	09/26/12	10/02/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00																																													
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr><tr><td>Week:</td><td>09/24/12</td><td>09/30/12</td><td>---T---</td><td>1</td><td>\$3,000.00</td><td>0.00</td><td colspan="8"></td></tr><tr><td>Week:</td><td>10/01/12</td><td>10/07/12</td><td>-----</td><td>0</td><td>\$0.00</td><td>0.00</td><td colspan="8"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week:	09/24/12	09/30/12	---T---	1	\$3,000.00	0.00									Week:	10/01/12	10/07/12	-----	0	\$0.00	0.00								
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																					
Week:	09/24/12	09/30/12	---T---	1	\$3,000.00	0.00																																																					
Week:	10/01/12	10/07/12	-----	0	\$0.00	0.00																																																					
													Totals	45 \$32,800.00																																													